

Abstract

The invention relates to a method that can be used by mall developers to attract the right kind of retail merchants, and that retail merchants can use to promote the particular goods and services that they sell. The method involves developing and
5 operating a microenvironment within a shopping mall or commercial complex having a theme that relates to the particular goods and/or services offered for sale by the participating merchants. The microenvironment can be provided with one or more activities as a source of entertainment to attract customers to the mall or complex, and to promote the particular products and services offered for sale by the participating
10 merchants.